



LOMITA WRITER—Mrs. Irene Howe, society editor of The Lomita News.



SALESMAN — Larry Hines, classified advertising salesman for The Lomita News.

'Lusty Child'

Lomita Hailed as Garden Spot in Herald Special 1917 Edition

Promoting the advantages offered by its good neighbor to the south, Lomita, The Torrance Herald issued a special edition honoring that city on Feb. 2, 1917. Purpose of the edition was expressed in the following words:

"We believe the benefit of a review of this kind lies as much in the better understanding it gives the people of their own community as in the wide publicity given the community and the influence of such an edition in helping to induce others to locate in the district so well portrayed."

"Lomita is a lusty child of marked and growing commercial activity, and with an assured bright future," the article stated.

"Its props of prosperity are mostly from one to five-acre farms. An acre farm here means more than a self-supporting home. It means pin money for the children who tend it. It means several new bonnets for your wife. It solves the highest-of-living problem.

"Lomita Valley is two and one-half miles wide and three miles long. Truck gardening is the most strongly emphasized pursuit in the district.

"Lettuce, cabbage and early and late tomatoes grow in great profusion. Not less than 100 cars of lettuce will be shipped East this very year. And the yearly cabbage production is about 10 cars.

"All kinds of garden products flourish round about, as well as all kinds of berries and small fruits.

"They specialize here in early tomatoes and winter lettuce, both of which are marketed from two to six weeks earlier than those grown in any other California community.

"This is admittedly the banner berry and small fruit district of our Southland. Peaches, pears, plums, apples and nectarines and citrus fruit thrive here, too.

"Practically all of our lettuce, tomatoes and cabbages are shipped to New York, Chicago and many other cities of the East. San Pedro, Los Angeles and Long Beach are eager prof-

itable markets for some of our products.

"Probably no town as small as Lomita has as many modern civic improvements. Cement sidewalks are in the business district.

"The story of Lomita is its new \$10,000 modern brick public school. This is a part of the public school system of Los Angeles and hence it is in every way on a par with the public schools in that metropolis.

"Western avenue, a boulevard from Hollywood southward to the sea, one of California's greatest paved highways, traverses the town and district. And as an evidence of the public spirit of this people they have

already paved the two and one-half miles that was allotted them at an expenditure of \$16,000 to them.

"This new highway will put the heart of this district within two and one-half miles of Torrance and will enable our small truck farmers to put their fresh produce into Los Angeles in one hour's time and go direct from grower to consumer.

"The undeveloped resources behind the town and the residential and industrial opportunities that it holds out justify the forecast that it will be the home of at least 5000 people within the next five years.

"About 100 Torrance factory employes live in Lomita. The present reason for this is because of the lack of houses there to accommodate them.

"Outside property ranges from \$500 to \$1250 per acre, according to improvements and location. Town property sells at from \$250 to \$500 per lot. Lots are 50 by 150 feet.



DISTRIBUTOR—Mrs. Ethel DeVore, distributor for the East Torrance area.



DISTRIBUTOR — Frank Brummitt, who handles distribution in Southwest Village district—and goes to high school.



DISTRIBUTOR — Mrs. Agnes Philips, distributor for the Carson-to-Plaza del Amo area.

CONTINUED SUCCESS

TO
TORRANCE HERALD
and
LOMITA NEWS

Dicalite joins with others of the Torrance manufacturing area in extending congratulations on your progress as an important influence in the industrial development of the area.

DICALITE
DIVISION

Great Lakes Carbon Corporation



OUR FOOD IS SO GOOD!

--that The Torrance Herald moved 2 blocks closer to

EAT WITH CHARLIE AT
DANIELS CAFE

1625 CABRILLO -- TORRANCE



JACK KOCH

Jack Koch & Grover Whyte

Together Jack Koch as a merchant and property owner . . . Grover Whyte as newspaper editor and owner . . . have marched forward these last twenty-five years with a common aim and purpose . . . building a bigger and better Torrance.

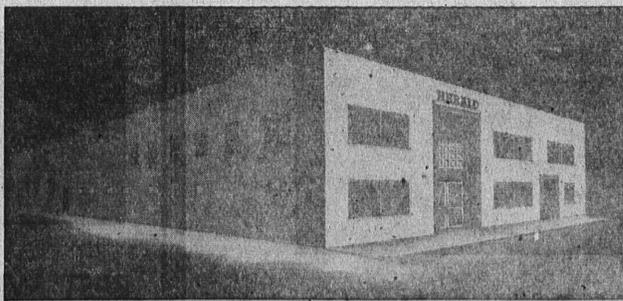
There has been the vision and resolve that few others could see . . . but today as Torrance stands on the threshold of a new horizon . . . where new and clearer visions of her future present themselves for all to see . . . these two men can rightly take credit for what they have actually done.

JOIN HANDS TO BUILD A

Greater Torrance



Star's Home at Sartori and Post Ave. Torrance



This new building of The Torrance Herald is without a doubt one of the finest newspaper plants in California.

Inside and out . . . from the first batch of concrete poured to the last bit of machinery that goes into the "back shop" . . . The Herald Building is material evidence of their faith in the future of Torrance . . . faith in the need of a free press to serve our people . . . faith in the continuation of the ideals and principles which has made this great country the hope and the promise of the entire world.

So to The Torrance Herald . . . the Star Furniture Company and the entire staff send their sincere congratulations.

As The Torrance Herald has served Torrance during these years . . . so has the Star Furniture Company . . .

So that today . . . we proudly point to the record . . . that 4 out of 5 homes of this city contain furniture . . . all or part . . . from the Star Furniture.

Because of this . . . because these people have come to Star and bought . . . because these people are satisfied with Star's policy of bringing them the best in furniture at the lowest prices . . . Star will march forward with the Herald and fulfill its destiny in the service of Torrance and its citizens.

4 out of 5
TORRANCE HOMES
Buy Furniture from Star!

YOUR CREDIT IS GOOD AT STAR

STAR FURNITURE COMPANY

Sartori Avenue at Post

Torrance